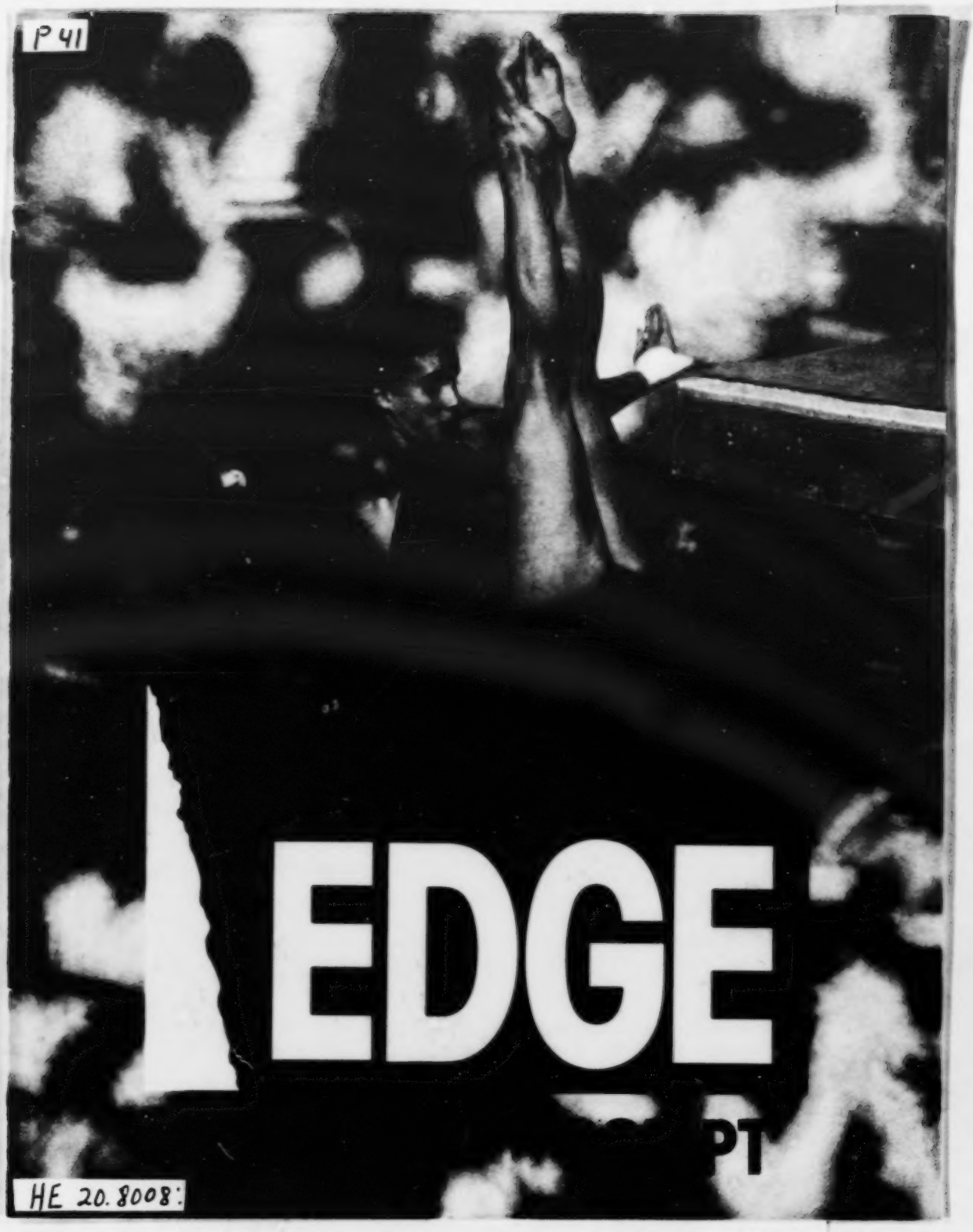

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SCENE 1: TITLE SEQUENCE

Film Title (perhaps superimposed on football game footage)

SCENE 2: EXTERIOR: FOOTBALL FIELD

The film opens at a high school football game, moments before the opening kickoff. A series of fast-paced shots draws us immediately into the intensity and anticipation of a big game.

Cheerleaders cheer wildly. Students crowd into the stadium. A referee checks his watch. The scoreboard lights up with an electric hum: HOME 0 VISITORS 0. A pom-pon streaks across the screen in a blur of color.

The camera scans the stands at high speed. Hand-held shots zoom in on individual fans. One waves the home team's banner. Another releases a burst of confetti. A third echoes the cheerleaders chant: "Go, team go. Go, team go."

Each cut lasts only a second or two. The rapid-fire images explode on the screen. They are kinetic, eye-catching, exciting. The entire sequence is backed by high-energy rock and roll.

SCENE 3: INTERIOR: LOCKER ROOM

We enter the locker room with the camera. The music drops off. We hear only an intense hum, an almost breathtaking contrast to the noise of the stadium.

We are at one end of a typical high school locker room: rows of metal lockers, long wooden benches, street clothes scattered on the tiled floor, football pads and uniforms spilling out of the lockers, a scale, a chalkboard with football plays drawn on it, a taping and massage table, showers off to one side.

In the distance, at the far end of the locker room, we see the silhouettes of athletes moving through the steam and shadows.

SCENE 4: INTERIOR: LOCKER ROOM

Close-up of a pair of adult hands. The hands gesture emphatically in front of a chalkboard covered with football plays. From their movements, we understand that the hands belong to the coach who is making the pre-game pep-talk we now hear. The coach's voice is tough, unpolished, a little hoarse. He speaks slowly but with fervor, as though struggling to keep from shouting.

COACH

YOU'VE WORKED HARD THIS SEASON, AND WHEN YOU GO OUT THERE AND PLAY, YOU'LL GET OUT OF YOURSELVES EXACTLY WHAT YOU'VE PUT IN. NOTHING MORE, NOTHING LESS.

Camera pans down the group of teammates. As we see their faces, they look intent, they look hot, sweat runs down their faces.

SCENE 5: EXTERIOR: PRACTICE FIELD

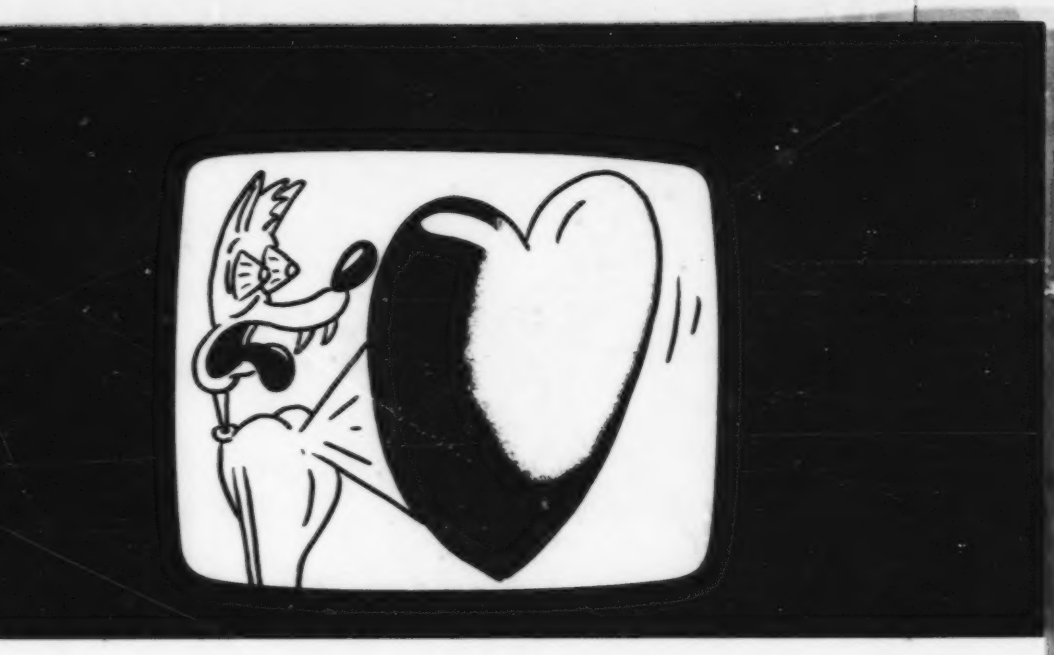
Slow Dissolve into images of teammates working out, practicing, exercising, with the coach looking on, pushing.

SCENE 6: INTERIOR: LOCKER ROOM

COACH

YOU'RE CONDITIONED. YOU'RE TALENTED. YOU'VE RUN YOUR TAILS OFF FOR THIS GAME, AND I WANT IT TO SHOW. I WANT TO SEE IT WHEN YOU RUN. I WANT TO SEE IT WHEN YOU ATTACK. I WANT TO SEE IT WHEN YOU BREATHE.

Coach scrawls on blackboard.



COACH

SPEED PRESSURE MAXIMUM INTENSITY THIS IS THE MOST IMPORTANT GAME YOU'RE GONNA PLAY SO CONCENTRATE NO MISTAKES EVERYONE HAS TO WIN THIS GAME ON EVERY PLAY

Camera continues to pan down the crowd, we begin to see players of other sports listening in to the coach. We slowly begin to focus in on one girl wearing a track uniform.

COACH

YOU'VE DEMANDED A LOT OF YOURSELVES I KNOW THAT YOU'RE NOT DOING ANYTHING THAT CAN HURT YOUR PLAY REMEMBER YOUR ATTITUDE TOWARD TOBACCO AND ALCOHOL BECAUSE IT SAYS A LOT ABOUT YOU AS A TEAM BECAUSE YOU CARE ABOUT PERFORMANCE YOU DON'T WANT ANYTHING YOU CAN'T CONTROL SLOWING YOU DOWN MESSING YOU UP YOU WANT TO BE FAST, NOT SLOW TO BE SHARP NOT DULL YOU WANT TO BE ALIVE OUT THERE YOU WANT TO BE WINNERS

COACH

YOU'VE GAINED A LOT YOU'VE GAINED PERFORMANCE YOU'VE GAINED RESPECT YOU CAN SEE IT IN YOUR FACES YOU CAN HEAR IT IN THE CROWD NOW SHOW THEM YOU DESERVE IT SHOW YOURSELVES YOU DESERVE IT PUSH YOUR LIMITS GO OUT AND WIN

TEAMMATES
(IN A ROAR)

LET'S GO

The locker room becomes alive. The team jumps up and rushes out of the room. The camera continues a slow move in on the girl.

CENE 7 INTERIOR PASSAGEWAY

A passageway leading out to the stadium. We follow them as they break out into the light. The woman sprinter remains in the locker room. The light blows out the frame.

ENE 8 MIXED IMAGES

Mixed into the images of the team, we see mixed images of sports events. We also see non-sport activities that require physical exertion.

CENE 9 INTERIOR LOCKER ROOM

Shots of the girl. She is breathing hard. She begins to remember training for previous races.

ENE 10 EXTERIOR FOOTBALL FIELD

Football team emerges into the light and we mix our team with footage of various sports and other physical activities: dance, frisbee, skateboarding, bicycle riding.

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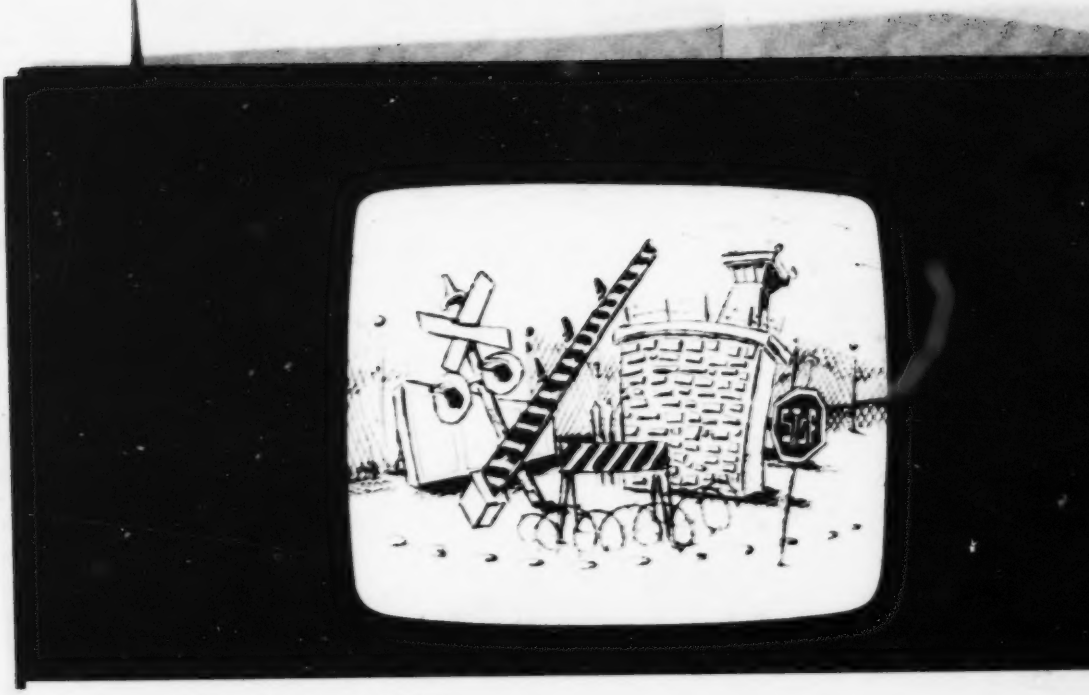


SCENE 11 INTERIOR LOCKER ROOM
We focus in tight on the girl's face. Sweat pours down her face. The image of the blackboard comes in with a slow dissolve, as if she is looking at it. Words and lines remain from the coach's talk. The board becomes a window. The lines begin to move, like a point-of-view shot of running down a track. The blackboard rushes up to the camera and the screen becomes black.

NARRATOR

SMOKING INHIBITS YOUR BREATHING.

SCENE 12 BLACKBOARD ANIMATION
White Letters "YOU CAN'T CATCH YOUR BREATH"

NARRATOR

YOU FEEL LIKE YOU'RE SUFFOCATING.

SCENE 13 COLLAGE NO. 1—LOSS FOR AIR
As each set of lines is delivered, we see a collage of shots. The collages mix various types of animation, live action, old film clips, and other films (fast or rapid succession). The images are juxtaposed to reinforce the dialogue.

The first collage consists of a startling collection of things at a loss for air in order to illustrate that YOU CAN'T CATCH YOUR BREATH. some of the things we might see are:

Figure coughing / choking
Gas masks with gym shoes—running
Men at desks—heads are smokestacks
Public speaker coughing
Troops with gas masks

SCENE 14 To illustrate YOU FEEL LIKE YOU'RE SUFFOCATING some of the things we might see are:

Guy under water
Figure falls over ("GASP")
Woman sprinter's reflection in water
Woman sprinter breathing hard

NARRATOR

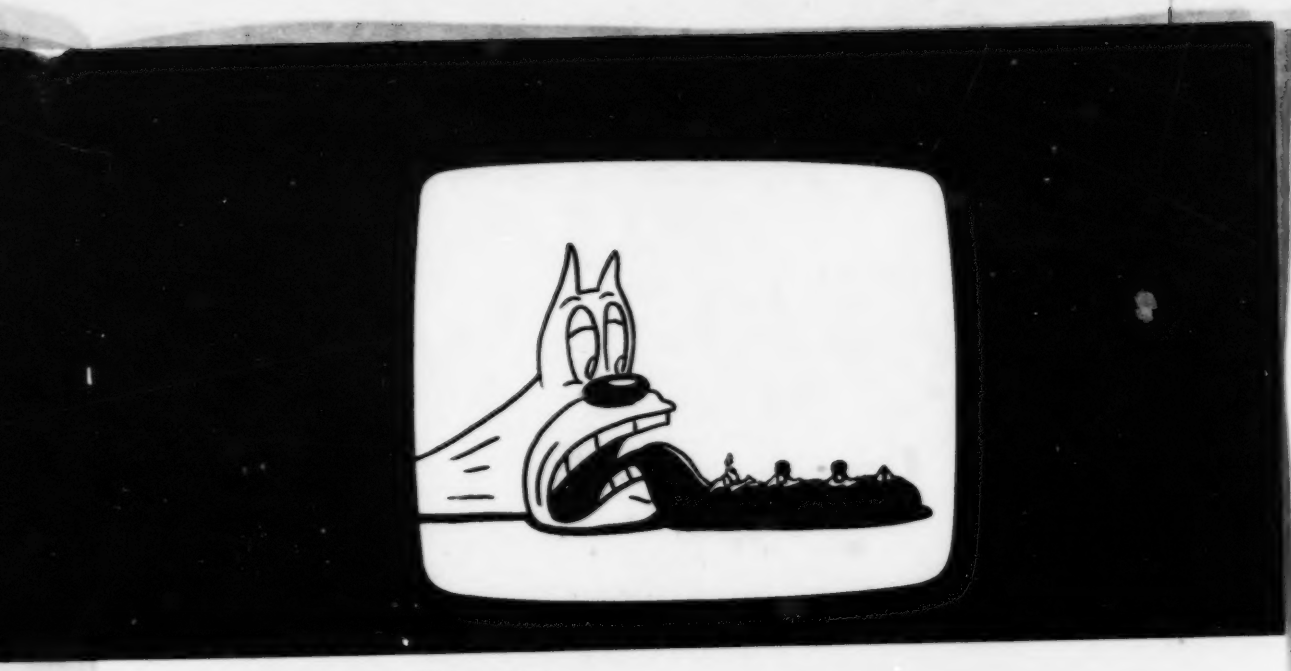
SMOKING BLOCKS OXYGEN FROM YOUR BLOODSTREAM. YOUR HEART WORKS HARDER BUT ACCOMPLISHES LESS.

SCENE 15 To illustrate that YOUR HEART WORKS HARDER some of the things we might see are:

A romantic scene
Dog with big heart

SCENE 16 To illustrate YOU'RE OUT OF BREATH some of the things we might see are:

Dog's view of kids
Dog panting
Dog wagging tail



SCENE 17 COLLAGE NO. 2—OBSTACLES
To illustrate that YOU CAN'T MOVE AS FAST one of the things we might see is
Letters animate into frame "You can't move as fast"

SCENE 18 To illustrate YOU'RE NOT AS TOUGH we see a football team doing drills
Football team shouting in unison
"You're not as tough"

SCENE 19 To illustrate YOU'RE NOT AS TOUGH we see
Woman fainting

SCENE 20 To illustrate ENDURANCE some of the things we might see are
Animation of roadblocks

NARRATOR

SMOKING DECREASES YOUR ENDURANCE YOU TIRE QUICKLY YOU CAN'T RUN AS FAR

SCENE 21 To illustrate YOU CAN'T RUN AS FAR some of the things we might see are
Track
Woman sprinter running
Slow-motion footage

SCENE 22 To illustrate YOU CAN'T LAST AS LONG one of the things we might see is
Cheerleaders "You can't last as long"

SCENE 23 COLLAGE NO. 3—RUNNING OUT OF STEAM
To illustrate RUNNING OUT OF STEAM some of the things we might see are
Writes on board "Running out of steam"
Runner turns into train and runs out of steam
Woman sprinter panting

SCENE 24 COLLAGE No 4—DEHYDRATION
To illustrate that ALCOHOL CAUSES DEHYDRATION some of the things we might see are
Dog with camels walking on his tongue
Desert scenes & cracked earth

NARRATOR

ALCOHOL CAUSES DEHYDRATION

SCENE 25 To illustrate YOUR THIRST GOES WILD some of the things we might see are
Guy with pictures of beverages
People jumping into water

SCENE 26 To illustrate MAN YOU FEEL WIPED OUT some of the things we might see are
Sweaty basketball players on bench
"Man, you feel wiped out"

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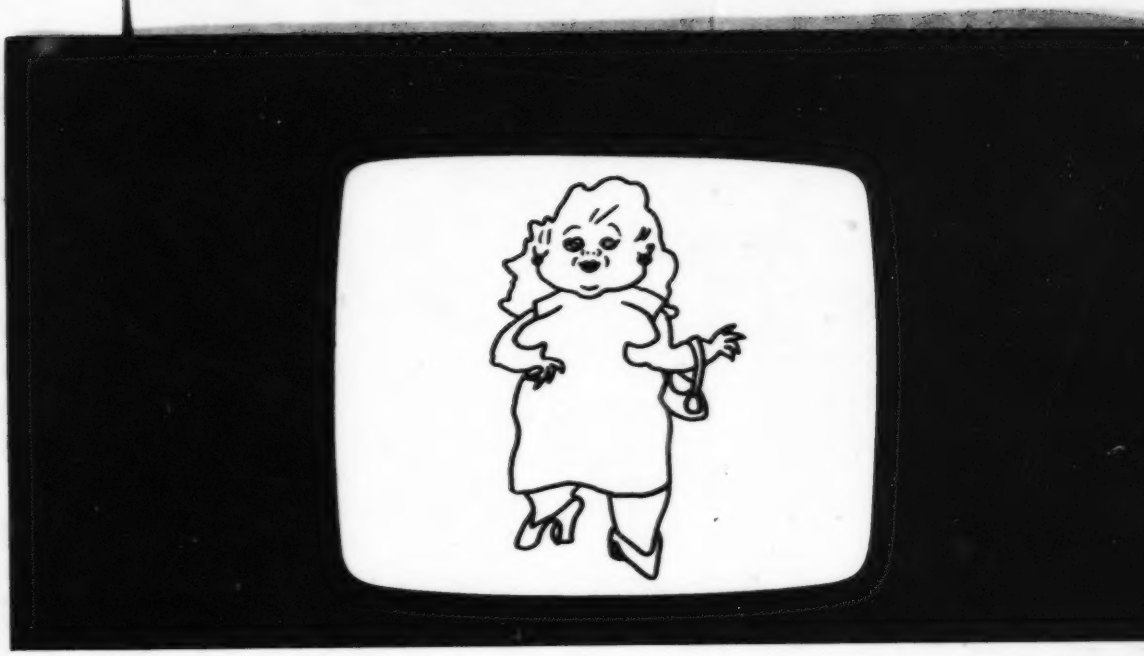

SCENE 27 COLLAGE NO 5—FATIGUE
To illustrate FATIGUE one of the things we might see is
Letters "Alcohol increases fatigue"

NARRATOR

ALCOHOL INCREASES FATIGUE

SCENE 28 To illustrate YOU FEEL SLUGGISH some of the things we might see are
Hippo wallowing in the mire
Moon in window
Guy in slow motion

NARRATOR

YOU FEEL SLUGGISH

SCENE 29 To illustrate YOU FEEL DRAGGED DOWN one of the things we might see is
Football player being tackled

NARRATOR

YOU FEEL DRAGGED DOWN

SCENE 30 COLLAGE NO 6—COORDINATION
To illustrate OBJECTS MISSING THE MARK some of the things we might see are
Arrow misses target
Drunken figure stumbling
Figures stumbling through the corridor
Pie fight

NARRATOR

ALCOHOL INTERFERES WITH THE CENTRAL NERVOUS SYSTEM YOU LOSE YOUR BALANCE AND COORDINATION YOU LOSE YOUR PRECISION YOUR ABILITY TO REACT AND YOUR JUDGEMENT

SCENE 31 COLLAGE of Coordination (Continued)
The film returns to the blend of footage and the occasional clips of high school sports and non-school activities We see what happens when you mix tobacco and alcohol with athletic exertion Nothing goes quite right We see scenes like a basketball bouncing off the hoop a field goal bounces off the goalpost a vaulter knocks down the crossbar a fullback dives but gets driven back before crossing the goal line a soccer player trips as shes running The pace accelerates

SCENE 32 EXTERIOR/RUNNING TRACK
The woman sprinter finishes a close second behind another athlete.

NARRATOR

TOBACCO AND ALCOHOL DON'T MIX WITH THE PERFORMANCE EDGE.

The sequence then grinds to an abrupt halt. The music and sound become garbled. For a moment, the screen goes black. It's as though something went wrong with the projector.

SCENE 33 EXTERIOR/RUNNING TRACK
We see the Woman sprinter working out at the track.

SCENE 34 EXTERIOR/FOOTBALL PRACTICE FIELD
We see the coach and our football team practicing.

SCENE 35 We see a montage of sports figures in training.

SCENE 36 POST GAME MONTAGE
The sequence is mixed with shots of stadium crowds coming to their feet and cheering madly, game-winning athletes being mobbed by their teammates, the teenagers running and cheering around the school grounds, a tennis player tossing her racket in the air, a runningback spiking a football in the end zone, the victorious woman sprinter, a pitcher being hoisted unto the arms of his teammates, a referee raising a boxer's muscled arm.

SCENE 37 EXTERIOR/RUNNING TRACK
Woman sprinter at beginning of track meet with her opponents. We see her running and coming in first, breaking through the tape, the winner.

SCENE 38 EXTERIOR/FOOTBALL FIELD
We see our triumphant football team picking up the coach and carrying him around the field.

SCENE 39 BLACKBOARD ANIMATION
TOBACCO AND ALCOHOL DON'T MIX WITH THE PERFORMANCE EDGE.

SCENE 40 TITLE SEQUENCE
Credits on top of successful sports footage.

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The video and support materials have been produced as a collaborative effort between the U.S. Department of Health and Human Services' Office on Smoking and Health and Office for Substance Abuse Prevention.

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

Public Health Service

Centers for Disease Control
Center for Chronic Disease Prevention and Health Promotion
Office on Smoking and Health

Alcohol, Drug Abuse, and Mental Health Administration
Office for Substance Abuse Prevention